

250,000 *visitors a year*

400 *events annually*

19,000 *plates served*



Concerts

Family Entertainment

Sporting Events

Trade Shows

Fundraisers

Weddings

Meetings

Increase foot traffic and build brand awareness for your business

Advertise with the Wicomico Youth & Civic Center



500 Glen Avenue, Salisbury, MD 21804

www.wicomicociviccenter.org

Wicomico Youth & Civic Center



Our **diverse events** catering to
a unique **demographic mix**
will *Build Brand Awareness & Increase Foot Traffic*

As one of the most visited buildings in the area, the WY&CC provides a unique opportunity for businesses to raise brand awareness or promote a specific product or special offer. Advertising at the WY&CC puts your business into the view of thousands of consumers per year, covering a large and valuable demographic mix.

"The Wicomico Youth & Civic Center's business sponsorship program is a great way to keep your business in the forefront of potential customer's minds. PNC has participated in this program during the past year. We have had numerous opportunities to display and distribute our business information. We also have the ability to quickly and easily update our multimedia advertisements to correspond with our ongoing promotions."

-PNC Bank

How can we work for you?

The Wicomico Youth & Civic Center is the largest venue of its kind on Maryland's Eastern Shore. By advertising your business to our guests, we can help you build brand awareness or promote a specific product or special offer through:

- Email advertisements (10,000 members)
- Exit couponing
- Individual show sponsorships
- Lobby & arena electronic signage
- Lobby & arena printed signage
- Naming rights
- Ticket backs
- Website

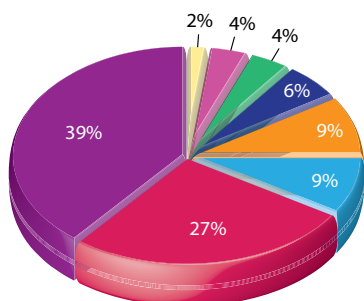
If you are looking to build brand awareness, we have a variety of packages available for an investment **as low as \$60 per month**. We can also work with you to create a specific advertising package or individual opportunity to meet your unique needs.



Here is Why:

Our Guests

The Wicomico Youth & Civic Center sees approximately **250,000 visitors per year** from a surrounding **60 mile radius** creating a diverse and unique demographic mix.



- Wicomico County, MD
- Sussex County, DE
- Worcester County, MD
- Somerset, Dorchester & Talbot, MD
- Other Maryland Counties
- Kent & New Castle County, DE
- Virginia Counties
- Other States

Our Events

The WY&CC plays host to **400 events** on an annual basis.

40% of WY&CC guests are drawn to the venue to see popular entertainment acts or explore large-scale trade shows.

In 2011, we've hosted:

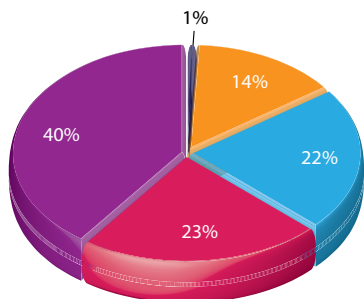
The Harlem Globetrotters
 Ringling Bros. and Barnum & Bailey Circus*
 Miranda Lambert's Revolution Tour*
 Broadway in Salisbury Productions
*(including Grease, The Wizard of Oz
 and Fiddler on the Roof)*

Home & Garden Better Living Expo

*(*sold out performances)*

The WY&CC is more than a venue for big name entertainment! In an effort to enhance the quality of life within our region, our smaller events:

- accommodate public recreation activities
- provide a place for meetings, receptions, trade shows, and sporting events
- attract visitors who patronize local businesses
- maintain the WY&CC's status as a living war memorial and emergency center



- Entertainment & Trade Shows
- Public Recreation
- Social, Military, Educational, Religious, Fraternal & Corporate Events
- Sporting Events
- Other

Our Facilities

One of the Eastern Shore's many hidden treasures is the accommodating Wicomico Youth & Civic Center (WY&CC). Don't let the brick façade fool you; the WY&CC can be transformed to accommodate events of all types - **professional sporting events, concerts, Broadway style productions, international trade shows, meetings, receptions and more.**

To remain viable in a competitive marketplace, the WY&CC is regularly maintained and improved upon to better serve existing business and attract new business. A \$2 million phased modernization plan is currently underway, and an additional \$3 million plan is in the works. As a key contributor to the economic and cultural vitality of the area, citizens, local businesses and elected officials view the WY&CC as an asset worth protecting.

Show your dedication to our area's quality of life and grow your business by advertising with the WY&CC.

WYCC's Amenities

Normandy Arena
30,000 SQ. FT.
5,200 SEATS

Midway Room
10,000 SQ. FT.

Ten Meeting Rooms

In-House Catering

*State-of-the-Art
Audio Visual Equipment*



Want even more exposure?

Wicomico Recreation, Parks & Tourism hosts several special events throughout the year including:

Hidden Treasures Half Marathon & 5K	September 25, 2011	500 attendees
Good Beer Festival	October 8-9, 2011	5,000 attendees
The Autumn Wine Festival	October 15-16, 2011	7,500 attendees
Pork in the Park Barbeque Festival	April 20-22, 2012	35,000+ attendees

Plus several sports marketing tournaments at the Henry S. Parker Athletic Complex!

Need More Information?

Contact Carolynn Chlada, Advertising & Sponsorship Manager

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